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CEAT partners Adobe to develop direct-to-consumer business model

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Synopsis

"Customers can now buy online and do a pick-up and fitment at the nearest CEAT Shoppe or avail of doorstep fitment services (powered by TyresnMore). This also includes servicing and sanitisation of their vehicles from the safety of their homes," said its Chief Operating Officer Arnab Banerjee.



Tyre maker **Ceat** **NSE 0.22%** has partnered with the US software firm **Adobe** to develop a **direct-to-consumer** (D2C) business model with support from Tekno Point as an implementation partner, according to a release.

Powered by Adobe Experience Cloud applications, this partnership will enable Ceat to deliver a personalised and seamless digital experience for its customers and dealer partners across several touchpoints, the tyre maker said in the release on Tuesday.

"We have been investing significantly in digital for the past few years. We are happy to partner with Adobe on our digital journey to build an **omnichannel** customer experience that allows us to virtually extend our capability into people's homes.

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“Customers can now buy online and do a pick-up and fitment at the nearest CEAT Shoppe or avail of doorstep fitment services (powered by TyresnMore). This also includes servicing and sanitisation of their vehicles from the safety of their homes,” said its Chief Operating Officer Arnab Banerjee.

Nitin Singhal -- Managing Director, Digital Experience, Adobe India -- said, “As the digital experiences company, Adobe has embraced the always-on reality of the digital economy. We are excited to work with CEAT to create a single platform for content, commerce and data for their foray into B2C business”.

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All businesses going forward are digital businesses. We are seeing Indian companies take the initiative and bridging the technical deficit in its processes. Any company that does not move in this direction will lose out in making a mark with consumer. Digital is level playing field for all.

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